

Abstract 706

TITLE: Outcome Evaluation: arid Lessons Learned in Project **ACTION** Replication

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ISSUE: In 1992, PSI launched Project **ACTION** in Portland, Oregon, the first condom social marketing project in the United States aimed at reducing the risk of HIV among teens. Although at that time there were programs in place to support abstinence, there was little in the schools, media, or teenagers' social environment to promote condom use for sexually active teens. PSI tackled the problem by designing a program that used marketing techniques such as mass media promotion and news stories; environmental media; increasing visibility of and access to condoms; and creating a positive peer norms for the use of condoms through peer education and outreach. The Project **ACTION** model has since been replicated in two other west coast cities.

SETTING: Project **ACTION** targeted sexually active teens between the ages of 12 and 21 who were considered to be at high risk for HIV infection. The Project took place in Portland, Oregon, Seattle, Washington, and San Jose, California.

PROJECT: The Project model comprises 4 integrated components: 1) **Community Mobilization** to garner support of key players in the community for the intervention; 2) the creation of a **Motivational Media Campaign** that speaks to youth; 3) **Youth Involvement and Peer Education** to help at-risk teens build interpersonal skills and develop the tools they need to practice safer sexual behavior; and 4) the placement of **Condom Vending Machines** in places where youth hang out to increase their physical and psychological access to condoms.

RESULTS: Key findings from the evaluation of Project **ACTION**/Portland include an increase in reported consistent use of condoms with new/casual partners during the implementation period, and a decrease in reported sexual activity among the target teen population. Findings from Project **ACTION**/Seattle show an overall increase in frequency of condom use among sexually active youth. While condom use with new/causal partners started high and remained high throughout the intervention, there was an increase from 51% at baseline to 80% during the early intervention of youth reporting condom use at last intercourse with main partner. The proportion of sexually active youth also declined during the intervention. An outcome evaluation is currently being finalized for Project **ACTION**/San Jose and will be ready to present at this conference.

LESSONS LEARNED: PSI will present key lessons learned through working with local coalitions in the replication of the Project **ACTION** social marketing model and their implications to other organizations in designing a replication project.

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